



**wes**  
Apprentice Showcase  
2026

9 - 15 February 2026

Get involved





## What's involved?

Throughout National Apprenticeship Week the WES Apprentice Showcase is a great opportunity for you to reach the next generation of female engineers and to showcase your organisations commitment to diversity and inclusion.

Alongside 2 face to face events for apprentices (one held on the 12<sup>th</sup> February and one on the 5<sup>th</sup> March to coincide with the Scottish Apprentice Week) we will be hosting a series of webinars as well as a virtual exhibition.

This is your opportunity to showcase your apprenticeship opportunities and connect with the apprentices of the future.

**Read on to find out how you can sponsor this event.**

All Partners are eligible for a free virtual exhibition stand plus a 25% discount on any sponsor package



## What will the event include?

**A virtual exhibition of engineering companies offering apprenticeships (free to WES partners)**

**Live webinars for companies to showcase their apprentice opportunities**

**Recorded webinars to watch on demand**

**Social media campaign highlighting apprentice opportunities**

**Day in the life of an apprentice videos on the platform**



## Solo Webinar Sponsor £2,000 (4 available)

- **A one hour webinar focusing on your company and apprentices**
- **Multichannel marketing campaign**
- **Recognition with branding and advertising**
- **Social media acknowledgement to say 'Thank you to our sponsors (company name) for supporting WES'**
- **Apprentice Showcase'**
- **Webinar recording made widely available (Clips will be shown on tiktok)**
- **Option to film a separate 'day in the life of our apprentice' which will be available throughout the week and up to six months afterwards on the WES YouTube site**



## Panel Participant £1,000

- Multichannel marketing campaign
- 1 apprentice from your company to be on panel discussions with up to 3 others
- 1 additional representative on the panel to answer questions
- Webinar recording made widely available (attendees can access this post event)
- Recognition with branding and advertising as 'Panel Participant'
- Social media acknowledgements via advertising



## 'A day in the life' video £500

- An option to record a ten minute video showcasing 'A day in the life' of an apprentice in your company.
- Video available during the week of the Apprentice Showcase and for up to 6 months afterwards.
- Multichannel marketing campaign
- Recognition with branding and advertising as an Exhibitor



## Virtual Exhibition £500 (Free to WES partners)

- **Virtual stand in expo**
- **Social media mention**
- **Ability to have face to face meetings with attendees via the virtual stand (all hosted on zoom)**
- **Ability to upload resources to the stand for students to download**



## Key Deadlines

Solo Webinar Sponsor	
Final date for signing up	<b>15th January</b>
Social media handles sent	15th January
Details of webinar speakers confirmed	23rd January
Final programme of events released	24th January
Day in the life film received	31st January

	<b>Virtual Stand (free to</b>	Bronze (£695)	Silver (£1750)	Gold (£2750)
<b>Expo stand</b>	●	●	●	●
<b>Digital pack inclusion</b>	●	●	●	●
<b>Mentions across marketing and event social media</b>	●	●	●	●
<b>Spotlight session</b>		●	●	●
<b>Individual social media</b>		●	●	●
<b>Watch party sponsorship</b>		●	●	●
<b>Company video hosted on event portal</b>			●	●
<b>Midday speech</b>			●	
<b>Opening keynote and closing speeches</b>				●
<b>Priority logo placement on all comms</b>				●